

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY
PUBLIC FILE REPORT
FOR WEAE (AM), PITTSBURGH, PA
AND THE TIME BROKERS FOR WWCS(AM), PITTSBURGH, PA

APRIL 1, 2008

WEAE (AM), Pittsburgh, Pennsylvania ("WEAE" or the "Station"), which is licensed to Sports Radio Group, LLC, an indirect subsidiary of The Walt Disney Company ("Company"), together with the time brokers for WWCS(AM), Pittsburgh, Pennsylvania ("WWCS Time Brokers" or "Time Brokers"), which is licensed to Birch Broadcasting Corporation (WEAE and WWCS Time Brokers hereinafter collectively referred to as "Stations"), submit this 2008 Annual Equal Employment Opportunity Public File Report to detail their equal employment opportunity ("EEO") efforts for the period commencing on March 16, 2007 through March 15, 2008.

The Stations are equal opportunity employers and have followed a consistent practice of non-discrimination as well as outreach to their community and work force regarding broadcast career and job opportunities. Their longstanding policy is to provide equal opportunity in employment, development and advancement to all current and potential employees regardless of race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation or status as a Vietnam era or special disabled veteran.

A. Job-Specific Outreach

WEAE filled vacancies for four full-time non-temporary positions during the reporting period – one general manager; one promotions manager; and two account executives.

A notice of all positions was sent to the ESPN, Inc. Human Resources Department and then posted on espn.com/joinourteam as well as disneycareers.com and internal company portals available to existing Disney, ABC and ESPN employees.

All four vacancies were also posted on WEAE's web site at 1250espn.com and announced on air. Various other media outlets, such as Company postings and trade journals, were used to recruit for particular positions.

Six people were interviewed for the promotions manager position, which was posted throughout the Company. Greg Plumb, who was interviewed on 09/10/07 and hired on 10/15/07, learned of the job through an employee referral. The other candidates were interviewed between 09/01/07 through 09/30/07. Two of them learned of the position from WEAE's web site posting, while three learned of it through an industry referral.

Eight people were interviewed for the general manager position, which was posted throughout the Company, on Inside Radio and with the Pennsylvania Association of Broadcasters. Mike Thompson, who was interviewed on 02/01/08 and hired on 03/14/08, learned of the job through the Company posting as he already was an employee of the Company; this represented an internal promotion for him, from a position as Director of New Media. The other seven candidates were interviewed between 01/14/08 through 02/29/08. All seven of them learned of the position from industry referrals.

Eighteen people were interviewed for the two account executive positions, which were advertised throughout the Company and also with Inside Radio and with Radio and Records. Christina Rogers was interviewed on 10/23/07 and hired on 12/24/07; Marty Kennedy was interviewed on

11/20/07 and hired on 01/07/08. Both learned of the job through an employee referral. Of the other interviewees for the account executive positions, three were industry referrals, five learned of the position through a website posting at 1250espn.com, one learned of the position from attending a job fair at Penn State University, and the rest learned of the position from various Company web site postings.

The WWCS Time Brokers filled one vacancy for a full-time non-temporary position – that of an account executive – during the reporting period. A notice of this position was sent to the Disney Media Networks Human Resource Group and then published in the Disney Corporate Job Listing, which is available at all Company properties and on Company web sites available to employees and to job seekers from outside. In addition, the WWCS Time Brokers account executive position was publicized and/or advertised on monster.com and yahoojobs.com and in the Almanac newspaper.

Five people were interviewed for the one WWCS Time Brokers account executive position. One candidate learned of the job through a radio career fair held at Duquesne University, two learned of it from disneycareers.com and two more – including Valerie Scandrol, who was interviewed for the job on 2/27/06 and hired on 4/16/06 -- were referred by WWCS Time Broker employees.

B. Long-Term Supplemental Recruitment

During the reporting period, WEAE and WWCS Time Brokers were involved in a number of long-term supplemental recruitment initiatives detailed below.

Internship Program

The Stations have for some time been participating in an internship program in which students from various educational institutions are encouraged to work at the Stations in exchange for course credit, broadcast experience, and exposure to the broadcast industry and personnel. At any one time the Stations may have as many as two to fifteen interns working closely with station employees in various capacities and observing a wider variety of station operations. Intern responsibilities include, but are not limited to, studio recording and editing, script writing, press releases, event coordination, event preparation, event activities, proposal writing, promotion recap creation, mailings, and website postings. The intern program runs for three months at a time, and the interns spend anywhere from 10 to 25 hours per week at the Stations.

WEAE and WWCS Time Broker interns are recruited at internship fairs, including an annual internship fair at Point Park College, sponsored by its Journalism and Mass Communications Department but also open to other Pittsburgh colleges and universities. Greg Plumb, WEAE's Promotions Manager, and Dorothea Kubacki, Promotions Manager for WWCS Time Brokers, also participated in an internship Fair at the Duquesne University on February 28, 2008. Interns are also recruited through other job fairs and through notices posted at the following colleges and universities:

California University of PA
Carnegie Mellon University
Duquesne University
Edinboro University
Electronic Engineering Tech
Grove City
Indiana University of PA
Kent State
Mount Union College

Penn State University
Pittsburgh Technical Institute
Point Park College
Robert Morris University
Seton Hall University
Shepherd University
Slippery Rock University
St. Vincent University
University of Pittsburgh
University of Pittsburgh at Johnstown
Virginia University
West Virginia University

The Stations currently have eight interns for spring semester 2008: three from the University of Pittsburgh, four from Duquesne University, and one from Shepherd University.

During the fall 2007 term, the Stations had eight interns: one from Duquesne University, five from the University of Pittsburgh, one from Robert Morris University, and one from Point Park University. During the summer 2007 term they had fourteen interns: one from Kent State, two from Duquesne University, one from Edinboro University, five from the University of Pittsburgh, one from Virginia Tech, two from Pittsburgh Technical University, and two from Point Park.

When regular paid positions open up at the Stations, qualified present or former interns and part-time employees are given special consideration. The Stations currently have three part-time employees that were hired after completing an internship.

Job Fairs

During the reporting period, in addition to the internship job fair described above, WEAE co-sponsored one job fair and participated in two others, as follows:

4/12/07 Infinity Broadcasting Job Fair at PNC Park...Rand Koryga, WEAE General Sales Manager, and Matt Holland, WEAE Local Sales Manager, hosted a booth, gave out information about WEAE and collected resumes from individuals interested in openings at WEAE.

10/18/07 Penn State University...Rand Koryga, WEAE General Sales Manager, hosted a booth, gave out information about WEAE, collected resumes from students interested in openings at WEAE, and provided mentoring advice to students about broadcast careers.

1/04/07 Duquesne University...WEAE and WWCS Time Brokers donated on-air promotional mentions to advertise this job fair as co-sponsors and paid a fee to the Pennsylvania Association of Broadcasters and Pittsburgh Radio Organization to participate. Jen Sheftic, WEAE Office Manager, and Rosanna Lazzaro, WEAE Sales/Traffic Assistant, hosted a booth, gave out information about WEAE, collected resumes from students interested working at WEAE, and provided mentoring advice to students about broadcast careers.

Outreach to Students about Broadcast Careers

Career Day for Middle School Students, October 25, 2007: David Waugaman, National Sales Manager of WEAE, was a Career Advisor at the 5th Annual 8th Grade Career Fair held at Westmoreland County Community College. He gave an overview of what a normal day on the job entails, what education or training is required to be hired by an employer, what employers are looking for in a new employee, and what job opportunities exist in this certain field. After the discussion, there was a question and answer session.

Station Tour for Girl Scouts, March 15, 2008: A group of 10 Girl Scouts and 4 adults were told by Guy Junker, on-air host of WEAE, about all aspects of working in the broadcast industry from actual reporting on various sports teams and on air speaking to the production of commercials.

Station Tour for Broadcasting Students, March 16, 2007: A group of 15 students from Point Park University received a tour of WEAE from Joe DeStio, on-air reporter, in which he explained all aspects of the station and prepared the students to enter the field. Joe also teaches a Broadcast News Writing Course on Tuesday evenings at Point Park University.

Career Day for Grade School Students, October, 2007: Guy Junker, WEAE on-air host, spent some time with journalism students from St. Bonaventure School. Guy explained all aspects of his job from writing to hosting the show and allowed the student to sit in on the broadcast. He answered questions and explained in detail how one would get into his line of work. Guy also did various other speaking events throughout the year.

Fundraiser for Shaler High School Baseball Team, March 26, 2007: WEAE on-air hosts Guy Junker and Eddy Crow spoke at the event, explained all aspects of their jobs and interacted with the attendees.

Bring your Son or Daughter to Work Day at Kennametal Inc., 8/15/07: Renee Paul, aka Rockin' Renee, appeared on behalf of WWCS Time Brokers to talk to Kennametal employees' children about different aspects of careers in radio.

C. Continuing Efforts to Improve Recruitment and Expand Recruitment Sources

The Stations are equal opportunity employers and are engaged in a continuing effort to improve their recruitment methods and sources by analyzing their effectiveness and making needed changes. WEAE announces on air for a week every month that it is an equal opportunity employer and that it would like to widely publicize its job opportunities. The announcement states that any organization that regularly distributes employment information to job seekers or that refers candidates to employers should contact Jennifer Sheftic at 412-731-1250 to be put on WEAE's mailing list to receive information about job vacancies. A similar announcement is posted on WEAE's web site. WEAE has not yet received any response to those announcements but will continue efforts to develop a local organizational mailing list.

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